

LEO BURNETT COMPANY, Inc.

Ad No. 171—Req. No. 49888—1 square—Col. Time, 1967

(B)

Printed in U.S.A.

WANTED

**Gauloises smokers for Syracuse, Allentown, Akron,
Ft. Wayne, Topeka, Johnson City, Butte, and Red Bluff.**

We don't want Americans to start thinking of Gauloises as strictly a "big city" cigarette. We didn't get to be the best-selling brand in France by catering to Parisians alone. Indeed, robust flavor and startling aroma have made Gauloises a household word in Soissons, Bédarieux, Chéilly, Nivernais, even Châteaudun.

Thus this appeal for grassroots support in America.

It's only fair to warn you, however, that candidates must not let themselves be rebuffed by insolent clerks who say, "Gauloises? never heard of them."

We need people who will pound on

the counter, threaten the loss of their patronage, and demand that Gauloises be added to the stock.

If this is the kind of opportunity you've been waiting for, please apply at your nearest tobacco store.

PRONOUNCED "GOAL-WAZ."



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